

Meeting Minutes, December 22, 2005

City Center Advisory Commission

CCAC Members Present: Jim Andrews, Carolyn Barkley, Gretchen Buehner, Alexander Craghead (Alternate), Marland Henderson, Mike Marr, Roger Potthoff, Carl Switzer,

CCAC Member Absent: Ralf Hughes (Alternate), Lily Lilly, Suzanne Gallagher, Alice Ellis Gaut, Mike Stevenson, Judy Monroe

Others Present: S. Carolyn Long, Lisa Olsen

Staff Present: Tom Coffee, Phil Nachbar

1. Welcome and Introductions

Chair Mike Marr called the meeting called to order at approximately 6:35 PM

2. Approve Minutes

Minutes from the November 17, 2005 meeting were not approved due to a lack of a quorum at the time it was considered.

3. Streetscape Update

Phil Nachbar presented an update of the first Streetscape Working group meeting with OTAK, Inc. on December 15. The consultant presented an overview of the schedule, Downtown Street Types, themes for the downtown, public art, and obtained written and verbal comments on theme components. The intent of the first meeting was to familiarize people with the function and types of streets in a downtown, solicit their ideas and obtain some design direction. The next working group meeting is January 19, '06.

4. Hall Blvd. / 99W Potential Design Modification

An update of the status of Hall Blvd. / 99W intersection was given by Phil Nachbar. A schematic design of the proposed changes to the intersection was presented. City staff was able to obtain a commitment from Washington County, the coordinating agency for the project, to consider and potentially incorporate design modifications to the intersection. Possible changes could include marking the intersection as a "gateway" to downtown, making it more pedestrian friendly, and incorporating more landscaping into the project. It was reported that the project is in the early stages of design and that there was ample time to consider modifications to the project. Gretchen Buehner wanted to know if staff knew when ROW for the project would be acquired. Staff was not sure of the date, but indicated that it would be after final design was completed, at least 6 months from now. Staff offered to forward a project schedule to the Commission once they obtain it from Washington County.

The issue of making the intersection an Special Transportation Area (STA) under the ODOT definition was brought up. Staff indicated that the intersection did not meet ODOT's definition of a STA, and that it had been specifically mentioned in the TDIP. Roger Potthoff identified the specific section of the TDIP that addressed the STA issue and had found a reference to ORS Statutes regarding the same. Carl Switzer made the point that he felt that a strong case could be made that the intersection and a larger portion of 99W be defined as an STA. He felt that ODOT has made a

determination based on their immediate concerns and that it was not as clear as ODOT had initially indicated. Mike Marr asked the question as to whether Hall Blvd. could be considered an STA separately from the intersection. Tom Coffee clarified the commission's concerns by asking for confirmation as to whether the commission would like staff to find out what criteria ODOT had used to rule out an STA and what their specific position was with regard to the criteria. Carl Switzer, Mike Marr, and Roger Pothoff agreed that they would like staff to pursue that information. There was further discussion about the Commission not being entirely clear as to whether they wanted to pursue an STA, and that they needed to clarify their goal in that regard.

5. Urban Renewal Video

Tom Coffee updated Commission members on the production of a video by Tualatin Valley Community TV. He stated that the City had acquired a level of deliverables that entitled them to free additional work by the organization, and that staff was in the process of coordinating the effort. The idea is to produce an information only video about the Downtown including the citizen planning effort, urban renewal, and the Tigard Downtown Improvement Plan (TDIP). The video could be used as an information piece leading up to the May ballot measure. He stated that after the script was developed it could be shared with the Commission and the City Attorney to assure compliance with Campaign laws.

He brought up one of the ideas developed by staff to record a taskforce member discussion. Phil Nachbar clarified that the intent was to show that the Downtown planning effort was citizen driven, and that pieces of the discussion could be inserted into different parts of the movie. Commission members, in particular Roger Pothoff, thought it was a good idea. Lisa Olsen, current Chairperson for the Streetscape Working group, in attendance as a member of the public and raised the point that she had the expertise and interest in assisting in the making of a video. Staff responded that she could contact them to discuss her possible involvement.

6. Urban Renewal Implementation Strategy / CIP

Phil Nachbar presented an overview of the CIP process, some strategic ideas as to how staff is starting to think about the project prioritization process, and a list of capital improvement projects. The list of projects identified the current year budgeted amount, the anticipated expenditures for the fiscal year, preliminary project costs for all known projects, and their funding sources.

Jim Andrews asked what staff had in mind for their involvement. Tom Coffee clarified that staff would be seeking their recommendations as to the priority of projects. Staff indicated that at the next CCAC meeting scheduled for Jan 26 staff would present an initial list of projects and their priorities for them to discuss.

Mike Marr brought up a concern that Burnham Street had been scheduled for improvement for a number of years and no progress had been made. He questioned why there was a project cost of \$350,000 for engineering when the City had already had design work done for Burnham in prior years. Staff responded they did not have the history to be able to answer his question, but offered to obtain an answer. Staff indicated that Gus Duenes, City Engineer, would be invited to their next meeting to address engineering issues.

There was mention by staff that projects could be prioritized by how much impact they had on the stimulation of new development and also by their importance in changing perceptions of change especially on Main Street.

With regard to prioritizing CIP Projects, Jim Andrews raised the concern that visible impact on the public could be a prioritizing idea.

When the list of all projects and their preliminary costs was presented, Mike Marr wanted clarification as to what the indicated \$350,000 identified under "Comprehensive Streetscape Design" was intended for. Staff responded that part of that amount was originally programmed for engineering design for Burnham St and Commercial St, but that it had been removed from the scope of services. The current amount of the Streetscape contract with OTAK, Inc., a part of that budget item, is \$175,000.

7. Commission Responses to Media

Mike Marr brought up the issue as to how the Commission should respond to the media. There was much discussion. Several members including Carolyn Barkley, Carl Switzer, and Roger Pothoff thought that the Commission as a whole should not engage in specific responses, and that it would be more effective to keep putting the positive message about the "Urban Village" out there. Gretchen Buehner thought that specific responses were important and there is some value to providing more information for the public to digest.

There was additional discussion about how to convey a positive message to the public about the downtown efforts. Most agreed that the more visual interest the better, and that the simpler the message is more effective. Lisa Olsen, as a citizen, offered her thoughts on communicating a message. She said that a clear singular idea was critical, and that the more visual graphics were included, the more attractive it would be. She cited that she used these two ideas in her marketing consulting firm.

A suggestion was made to provide standing posters in the Town Hall Hallway, and perhaps the Library could be an effective tool in generating interest.

8. Other Business / Announcements

A pamphlet about Campaign rules and regulations was distributed to help guide CCAC members with regard to their involvement in any activities leading up to the May Ballot measure vote.

Mike Marr requested input from the CCAC members on suggested Council Goals for 2006. He suggested that those members that had suggestions for goals forward them to him, and he would, in turn, send them on to Tom Coffee. Tom Coffee will see that the Commission's set of Council goals are reviewed by the City Council.

The next meeting of the CCAC is scheduled for Thursday January 26, 2006 at the Town Hall Meeting Room of the Civic Center.